

## INVOICE



WPBF  
3970 RCA Boulevard  
Suite 7007  
Palm Beach Gardens, FL 33410  
Main: (561)694-2525  
Billing: (407)389-7661

www.thewpbffchannel.com

Billing Address:

Crossroads Media  
Attention: Accounts Payable  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Invoice #	Invoice Date	Invoice Month	Invoice Period
967495-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1274

Flight Dates	Order #	Alt Order #
10/30/12 - 11/06/12	967495	06395174

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

## Special Handling

IDB #	Advertiser Code	Product Code
	11	27

Agency Ref	Advertiser Ref

Send Payment To:

WPBF  
PO Box 26885  
Lehigh Valley, PA 18002-6885

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	11/02/12	11/02/12	THE CHEW	1P-2P	----1--	:30	1	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 ----1-- 1 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 11/02/12 12:59 PM THE CHEW 1P-2P :30 USPRTV28ACH \$550.00 NM									
2	11/02/12	11/02/12	20/20	10-11PM	----1--	:30	1	\$4,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 ----1-- 1 \$4,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 11/02/12 10:45 PM 20/20 10-11PM :30 USPRTV28ACH \$4,500.00 NM									
3	11/02/12	11/02/12	WPBF News 25 @ Noon	12pm-1230pm	----1--	:30	1	\$850.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 ----1-- 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 11/02/12 12:25 PM WPBF News 25 @ Noon 12pm-1230pm :30 USPRTV28ACH \$850.00 NM									
4	11/02/12	11/02/12	WPBF News 25 Mornings	5:30-5:57am	----1--	:30	1	\$375.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 ----1-- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 11/02/12 5:38 AM WPBF News 25 Mornings @ 5:30 5:30-5:57am :30 USPRTV28ACH \$375.00 NM									
5	11/02/12	11/02/12	WPBF News 25 @ 6:00PM	6-6:30PM	----1--	:30	1	\$2,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 ----1-- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 11/02/12 6:24 PM WPBF News 25 @ 6:00PM 6-6:30PM :30 USPRTV28ACH \$2,000.00 NM									
6	11/02/12	11/02/12	Jeopardy	7:30-8PM	----1--	:30	1	\$4,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 ----1-- 1 \$4,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 11/02/12 7:53 PM Jeopardy 7:30-8PM :30 USPRTV28ACH \$4,500.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
We warrant that the actual broadcast information shown on this invoice was taken from the program log

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**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
967495-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
American Crossroads	AMERICAN CROSSROADS	1274	

www.thewpbffchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	11/02/12	11/02/12	Jeopardy Class of Time - Fixed Non Pre-emptible	7:30-8PM	----1--	:30	1	\$4,500.00	NM
7	11/02/12	11/02/12	Dr. Oz M-F 9-10a Class of Time - Fixed Non Pre-emptible	9-10a	----1--	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----1--	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF F	11/02/12	9:36 AM	Dr. Oz M-F 9-10a		9-10a	:30	USPRTV28ACH	\$500.00 NM
8	11/05/12	11/05/12	10-11a Anderson Cooper 10-11a Class of Time - Fixed Non Pre-emptible		1-----	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF M	11/05/12	10:30 AM	10-11a Anderson Cooper		10-11a	:30	USPRTV28ACH	\$500.00 NM
9	11/05/12	11/05/12	M-SUN WPBF News 25 @11-11:35PM Class of Time - Fixed Non Pre-emptible		1-----	:30	1	\$1,800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF M	11/05/12	11:26 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	1230-1p	:30	USPRTV28ACH	\$1,800.00 NM
10	11/05/12	11/05/12	1230-1P Access Hollywood 1230-1p Class of Time - Fixed Non Pre-emptible		1-----	:30	1	\$475.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF M	11/05/12	12:56 PM	1230-1P Access Hollywood		1230-1p	:30	USPRTV28ACH	\$475.00 NM
11	11/05/12	11/05/12	WPBF News 25 @ 5am 5-530am Class of Time - Fixed Non Pre-emptible		1-----	:30	1	\$275.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF M	11/05/12	5:13 AM	WPBF News 25 @ 5am		5-530am	:30	USPRTV28ACH	\$275.00 NM
12	11/05/12	11/05/12	M-F 5pm News Class of Time - Fixed Non Pre-emptible	5-6pm	1-----	:30	1	\$1,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF M	11/05/12	5:26 PM	M-F 5pm News		5-6pm	:30	USPRTV28ACH	\$1,200.00 NM
13	11/05/12	11/05/12	Wheel Of Fortune Class of Time - Fixed Non Pre-emptible	7-7:30PM	1-----	:30	1	\$4,500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF M	11/05/12	7:13 PM	Wheel Of Fortune		7-7:30PM	:30	USPRTV28ACH	\$4,500.00 NM
14	11/05/12	11/05/12	Good Morning America 7-9AM Class of Time - Fixed Non Pre-emptible		1-----	:30	1	\$1,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF M	11/05/12	8:43 AM	Good Morning America		7-9AM	:30	USPRTV24ACH	\$1,200.00 NM
15	11/05/12	11/05/12	DWTS Class of Time - Fixed Non Pre-emptible	8-10P	1-----	:30	1	\$9,000.00	NM

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**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
967495-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser		Product	Estimate Number
American Crossroads		AMERICAN CROSSROADS	1274

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
15	11/05/12	11/05/12	DWTS Class of Time - Fixed Non Pre-emptible	8-10P	1-----	:30	1	\$9,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
11/05/12 11/11/12 1----- 1 \$9,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 11/05/12 8:00 PM DWTS 8-10P :30 USPRTV28ACH \$9,000.00 NM									
16	11/03/12	11/03/12	M-Sun 1130p-12am Late 1130p-1205am Class of Time - Fixed Non Pre-emptible		-----1-	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 -----1- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 11/03/12 12:16 AM M-Sun 1130p-12am Late News 1130p-1205am :30 USPRTV28ACH \$1,800.00 NM									
LR - Football									
17	11/03/12	11/03/12	Sat 330-7pm ABC College 330-7pm Class of Time - Fixed Non Pre-emptible		-----1-	:30	1	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 -----1- 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 11/03/12 5:31 PM Sat 330-7pm ABC College Footb: 330-7pm :30 USPRTV28ACH \$3,500.00 NM									
18	11/03/12	11/03/12	Sat 6-7am News Class of Time - Pre-emptible with notice	Sat 6-7am	-----1-	:30	1	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 -----1- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 11/03/12 6:12 AM Sat 6-7am News Sat 6-7am :30 USPRTV28ACH \$275.00 NM									
19	11/03/12	11/03/12	GMA Saturday 7-8am Class of Time - Fixed Non Pre-emptible	Sat 7am-8am	-----1-	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 -----1- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 11/03/12 7:00 AM GMA Saturday 7-8am Sat 7am-8am :30 USPRTV28ACH \$900.00 NM									
20	11/03/12	11/03/12	Sat 8-9am News Class of Time - Fixed Non Pre-emptible	Sat 8-9am	-----1-	:30	1	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 -----1- 1 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 11/03/12 8:38 AM Sat 8-9am News Sat 8-9am :30 USPRTV24ACH \$700.00 NM									
21	11/04/12	11/04/12	Chris Matthews Class of Time - Pre-emptible with notice	Sun 10-10:30AM	-----1	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 -----1 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 11/04/12 10:28 AM Chris Matthews Sun 10-10:30AM :30 USPRTV28ACH \$400.00 NM									
22	11/04/12	11/04/12	M-SUN WPBF News 25 @ 11-11:35PM Class of Time - Fixed Non Pre-emptible		-----1	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 -----1 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 11/04/12 11:34 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM :30 USPRTV28ACH \$1,800.00 NM									
23	11/04/12	11/04/12	Sun 630pm News Class of Time - Fixed Non Pre-emptible	630-7pm	-----1	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 -----1 1 \$1,000.00									

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Lehigh Valley, PA 18002-6885

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967495-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
American Crossroads	AMERICAN CROSSROADS	1274	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
23	11/04/12	11/04/12	Sun 630pm News Class of Time - Fixed Non Pre-emptible	630-7pm	-----1	:30	1	\$1,000.00	NM
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WPBF Su 11/04/12 6:55 PM Sun 630pm News 630-7pm :30 USPRTV28ACH \$1,000.00 NM									
<b>24 11/04/12 11/04/12 GMA Sunday 7-8am Sun 7-8am -----1 :30 \$900.00 NM Class of Time - Fixed Non Pre-emptible</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/29/12 11/04/12 -----1 1 \$900.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WPBF Su 11/04/12 7:00 AM GMA Sunday 7-8am Sun 7-8am :30 USPRTV28ACH \$900.00 NM									
<b>25 11/04/12 11/04/12 AFV 7-8PM -----1 :30 \$1,200.00 NM Class of Time - Pre-emptible with notice</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/29/12 11/04/12 -----1 1 \$1,200.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WPBF Su 11/04/12 7:20 PM AFV 7-8PM :30 USPRTV28ACH \$1,200.00 NM									
<b>26 11/04/12 11/04/12 Sun 8-9am News Sun 8-9am -----1 :30 \$700.00 NM Class of Time - Fixed Non Pre-emptible</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/29/12 11/04/12 -----1 1 \$700.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WPBF Su 11/04/12 8:08 AM Sun 8-9am News Sun 8-9am :30 USPRTV28ACH \$700.00 NM									
<b>27 11/01/12 11/01/12 10-11a Anderson Cooper 10-11a ---1--- :30 \$500.00 NM Class of Time - Fixed Non Pre-emptible</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/29/12 11/04/12 ---1--- 1 \$500.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WPBF Th 11/01/12 10:51 AM 10-11a Anderson Cooper 10-11a :30 USPRTV28ACH \$500.00 NM									
<b>28 11/01/12 11/01/12 M-SUN WPBF News 25 @11-11:35PM ---1--- :30 \$1,800.00 NM Class of Time - Fixed Non Pre-emptible</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/29/12 11/04/12 ---1--- 1 \$1,800.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WPBF Th 11/01/12 11:30 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM :30 USPRTV24ACH \$1,800.00 NM									
<b>29 11/01/12 11/01/12 1230-1P Access Hollywood 1230-1p ---1--- :30 \$475.00 NM Class of Time - Fixed Non Pre-emptible</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/29/12 11/04/12 ---1--- 1 \$475.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WPBF Th 11/01/12 1230-1P Access Hollywood 1230-1p :00 \$475.00 NM Credited									
<b>30 11/01/12 11/01/12 WPBF News 25 @ 5am 5-530am ---1--- :30 \$275.00 NM Class of Time - Fixed Non Pre-emptible</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/29/12 11/04/12 ---1--- 1 \$275.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WPBF Th 11/01/12 5:23 AM WPBF News 25 @ 5am 5-530am :30 USPRTV28ACH \$275.00 NM									
<b>31 11/01/12 11/01/12 M-F 5pm News 5-6pm ---1--- :30 \$1,200.00 NM Class of Time - Fixed Non Pre-emptible</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/29/12 11/04/12 ---1--- 1 \$1,200.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WPBF Th 11/01/12 5:14 PM M-F 5pm News 5-6pm :30 USPRTV28ACH \$1,200.00 NM									

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Advertiser	Product	Estimate Number	
American Crossroads	AMERICAN CROSSROADS	1274	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
31	11/01/12	11/01/12	M-F 5pm News Class of Time - Fixed Non Pre-emptible	5-6pm	---1---	:30	1	\$1,200.00	NM
32	11/01/12	11/01/12	Wheel Of Fortune Class of Time - Fixed Non Pre-emptible	7-7:30PM	---1---	:30	1	\$4,500.00	NM
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/29/12	11/04/12	---1---	1	\$4,500.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	1	WPBF	Th	11/01/12	7:18 PM	Wheel Of Fortune	7-7:30PM	:30	USPRTV28ACH
									\$4,500.00 NM
33	11/01/12	11/01/12	Good Morning America Class of Time - Fixed Non Pre-emptible	7-9AM	---1---	:30	1	\$1,200.00	NM
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/29/12	11/04/12	---1---	1	\$1,200.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	1	WPBF	Th	11/01/12	9:00 AM	Good Morning America	7-9AM	:30	USPRTV28ACH
									\$1,200.00 NM
34	10/30/12	10/30/12	10-11a Anderson Cooper 10-11a Class of Time - Fixed Non Pre-emptible		-1-----	:30	1	\$500.00	NM
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/29/12	11/04/12	-1-----	1	\$500.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	1	WPBF	Tu	10/30/12	10:38 AM	10-11a Anderson Cooper	10-11a	:30	USPRTV28ACH
									\$500.00 NM
35	10/30/12	10/30/12	PRIVATE PRACTICE Class of Time - Pre-emptible with notice	10-11PM	-1-----	:30	1	\$3,800.00	NM
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/29/12	11/04/12	-1-----	1	\$3,800.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	1	WPBF	Tu	10/30/12	10:50 PM	PRIVATE PRACTICE	10-11PM	:30	USPRTV28ACH
									\$3,800.00 NM
36	10/30/12	10/30/12	M-SUN WPBF News 25 @11-11:35PM Class of Time - Fixed Non Pre-emptible		-1-----	:30	1	\$1,800.00	NM
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/29/12	11/04/12	-1-----	1	\$1,800.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	1	WPBF	Tu	10/30/12	11:33 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	USPRTV28ACH
									\$1,800.00 NM
37	10/30/12	10/30/12	1230-1P Access Hollywood Class of Time - Fixed Non Pre-emptible		-1-----	:30	1	\$475.00	NM
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/29/12	11/04/12	-1-----	1	\$475.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	1	WPBF	Tu	10/30/12	12:55 PM	1230-1P Access Hollywood	1230-1p	:30	USPRTV28ACH
									\$475.00 NM
38	10/30/12	10/30/12	WPBF News 25 @ 5am Class of Time - Fixed Non Pre-emptible	5-530am	-1-----	:30	1	\$275.00	NM
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/29/12	11/04/12	-1-----	1	\$275.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	1	WPBF	Tu	10/30/12	5:15 AM	WPBF News 25 @ 5am	5-530am	:30	USPRTV28ACH
									\$275.00 NM
39	10/30/12	10/30/12	M-F 5pm News Class of Time - Fixed Non Pre-emptible	5-6pm	-1-----	:30	1	\$1,200.00	NM
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/29/12	11/04/12	-1-----	1	\$1,200.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	1	WPBF	Tu	10/30/12	5:43 PM	M-F 5pm News	5-6pm	:30	USPRTV28ACH
									\$1,200.00 NM
40	10/30/12	10/30/12	Wheel Of Fortune Class of Time - Fixed Non Pre-emptible	7-7:30PM	-1-----	:30	1	\$4,500.00	NM

## INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
967495-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser		Product	Estimate Number
American Crossroads		AMERICAN CROSSROADS	1274

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
40	10/30/12	10/30/12	Wheel Of Fortune	7-7:30PM	-1-----	:30	1	\$4,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 -1----- 1 \$4,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 10/30/12 7:24 PM Wheel Of Fortune 7-7:30PM :30 USPRTV28ACH \$4,500.00 NM									
41	10/30/12	10/30/12	Good Morning America	7-9AM	-1-----	:30	1	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 -1----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 10/30/12 8:58 AM Good Morning America 7-9AM :30 USPRTV28ACH \$1,200.00 NM									
42	10/31/12	10/31/12	THE CHEW	1P-2P	--1----	:30	1	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 --1---- 1 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/31/12 1:33 PM THE CHEW 1P-2P :30 USPRTV28ACH \$550.00 NM									
43	10/31/12	10/31/12	WPBF News 25 @ Noon	12pm-1230pm	--1----	:30	1	\$850.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 --1---- 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/31/12 12:25 PM WPBF News 25 @ Noon 12pm-1230pm :30 USPRTV28ACH \$850.00 NM									
44	10/31/12	10/31/12	WPBF News 25 Mornings	5:30-5:57am	--1----	:30	1	\$375.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 --1---- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/31/12 5:44 AM WPBF News 25 Mornings @ 5:30-5:57am 5:30-5:57am :30 USPRTV28ACH \$375.00 NM									
45	10/31/12	10/31/12	WPBF News 25 @ 6:00PM	6:30PM	--1----	:30	1	\$2,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 --1---- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/31/12 6:21 PM WPBF News 25 @ 6:00PM 6:30PM :30 USPRTV28ACH \$2,000.00 NM									
46	10/31/12	10/31/12	Jeopardy	7:30-8PM	--1----	:30	1	\$4,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 --1---- 1 \$4,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/31/12 7:42 PM Jeopardy 7:30-8PM :30 USPRTV28ACH \$4,500.00 NM									
47	10/31/12	10/31/12	Dr. Oz M-F	9-10a	--1----	:30	1	\$500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 --1---- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/31/12 9:38 AM Dr. Oz M-F 9-10a 9-10a :30 USPRTV24ACH \$500.00 NM									
48	11/05/12	11/06/12	WPBF News 25 @ 5am	5-530am	MT-----	:30	1	\$400.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
11/05/12 11/11/12 MT----- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

## INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
967495-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
American Crossroads	AMERICAN CROSSROADS	1274	

www.thewpbchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
48	11/05/12	11/06/12	WPBF News 25 @ 5am	5-530am	MT-----	:30	1	\$400.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 11/06/12 5:13 AM WPBF News 25 @ 5am 5-530am :30 USPRTV28ACH \$400.00 NM									
49	11/05/12	11/06/12	4:30a-5a	430a-5a	MT-----	:30	1	\$75.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/05/12 11/11/12 MT----- 1 \$75.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 11/06/12 4:44 AM 4:30a-5a 430a-5a :30 USPRTV28ACH \$75.00 NM									
<u>Total Spots</u> <b>48</b>									

**Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$77,875.00</b>
<u>Agency Commission</u>	<b>\$11,681.25</b>
<u>Net Amount Due</u>	<b>\$66,193.75</b>